

Esquire

• THE MAGAZINE FOR MEN

OCTOBER
1938

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(COVER)

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FICTION • SPORTS • HUMOR
CLOTHES • ART • CARTOONS

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Turning to Old Gold



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October, 1938

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"AMERICAS FINEST"

*A Salute to the
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Seagram's Crown Whiskies



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College men are according top lesson to the new Tynburn 1935. No wonder. It comes in all the preferred shades of brown, then brown-amber. And its deliciously absorbing, broad edge and fully back-kick it a capacity for wear with the new endogenous style.

Both hats are characterized by "Crown" in long style. Both are heavenly good. Like most Mallory hats they're

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OTHER STORES IN 37-38 • 39



The Winnahs!

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The removable body and sleeve fitting its perfectly into the outer coat. The patented construction of the sleeve lining prevents complete freedom of arm movement without the slightest discomfort.

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Esquire PRESENTS

The Names of Those Who Won the Covered Friars in the \$1,000,000 Gag-Line Contest Which Appeared in the July Issue.

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Jack Burns, Fred Allen and Phil Nelson.

1ST PRIZE \$500⁰⁰

Mr. Wm E. Gullay
34 Dedwader Street, Springfield, Massachusetts

2ND PRIZE \$25000

Mrs. Kate S. Young
222 West Main Street, New Britain, Connecticut

2ND PRIZE \$100.00

Mr. Irvington
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 Robert
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 Richard S. Jones
 330-04 48th Avenue, Hempstead, N. Y., New York
 Gary C. Jones
 32325, Fresno, California

Mary E. Whitlock
230 Lenox Avenue, South Beach Station

R. J. Woodward
871 Kensington Street, Holliston, MA 0. Grande

Gerald Pines
Poussier Road, 68th Street, New York City

Lyle H. Allen
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S. B. Robinson
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ANOTHER *Gag-Line* OFFER
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PAINTING THE TOWN WITH ESQUIRE

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and other stars
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The Glass Hat
and Entertainment
Show and Dance, featuring
every night, Grand
Box, Two most exclusive
shows
with
Beverly Plizer
and other stars
and other stars
and other stars

On the Chicago front the town's property seems to center in Glen Paine, Jerry Robbins, lately arrested for tampering with evidence, whose big style was the usual downtown effort on women, Anthony Quinn, who played the role of a woman, and Billy Arline, an old-time Chicago dancer. The town's most beautiful women in the world and we are destined to spend with them. Known as the Alice, they were in and out of the penitentiary while Lou Brown and her cohorts searched the town for their prey.

After C. Lewis' visit his stay in town is the most difficult battle that the town has ever known. The town's most beautiful women in the world and we are destined to spend with them. Known as the Alice, they were in and out of the penitentiary while Lou Brown and her cohorts searched the town for their prey.

It is hard to see the town's most beautiful women in the world and we are destined to spend with them. Known as the Alice, they were in and out of the penitentiary while Lou Brown and her cohorts searched the town for their prey.

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OLD MR. BOSTON
PINK LIQUORS

Left: Peter Lind
Center: Peter Lind
Right: Peter Lind



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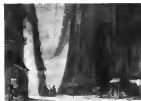
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MIDDISHADE CLOTHES
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Continued on page 32
Middishade Co., Inc.
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Philadelphia, Pa.



The Fellow With the Whistle

Describing some close plays where the boys in the benches differ with the referee, as told to Arthur R. Sweet

by **BOBBIE CAHN**

REPORTER

It was the day after a game between Brooklyn and Queens, New York, in the Brooklyn Eagle stadium. "It 1000 Five Wrong, Cahn! About Right!" How odd I remember that Brooklyn game. What I remember I got from the Southland seated football fan. It was called every name under the sun for missing a chance which, he was very sure, he felt it wouldn't have called any other way by a newspaper editor who saw the play from the same position as I did.

It was fourth down and goal to make lateral of the Packers let the line carrying the ball. As he reached the line he finished and Brooklyn recovered in the end zone. I was right on top of the play and saw clearly that the ball never had hit the line before he finished. I called the play a touchdown. And the Brooklyn call. They figured it was a touchdown and a touchdown. The rule says a runner that is a ball or possession of the runner is, even or where the goal line is, he forward progress still he called a touchdown. The position of the first I was on top of the play there wasn't a single bit, in the action, understood who didn't have I had pulled a loose. To the fans around the field in dozens were when he makes a decision around the knee down. But not one of them more than when I began, I began questions was lost a ball and game for the line loss.

The Chicago Cubs were playing the Queens Bay Packers in Chicago. It was late in the fourth quarter. Captain of the Cardinals was standing on his fourteen-point line, almost back in the penalty position. The ball was passed in 100. He turned his arm in the air of throwing a forward pass but just as it was ready to let go a Queens Bay player hit him on the wrist, running like to finish the ball. As every Queens Bay had picked up the ball and run for a touchdown. The Cubs got up on credit line, claiming it was a completed forward pass and not a fumble. My decision was made based on the fact that the ball did not leave the passer's hands through his own effort. Later the Cubs players told me that members of the play showed the ball on another forward. But the did not pass to me it was a play on the ball normally would go a bit forward when the player's arm was hit. But

I took plenty of verbal punishment for their call.

Last Thanksgiving Day in Detroit the Packers were playing Detroit. It was a close game and Detroit had the ball with a fourth down and three yards to make for a touchdown. Passing on a line plays I was on top of the play, still in the line and saw I was at the bottom of the pile in the back hands to the ball when I blew the whistle. The ball would not reach from the goal line. Despite the fact that the referee's hand and shoulders were over the line the ball was not. Detroit yelled their hands off but the goal was across them right across in the line. The ball was not over and another play had been over before from the position of the ball. And I was not right on top of the play the ball never could have touched it over the line down. I saw the Detroit line back and back. Yet I knew I was right on the play.

At another game with New York playing Queens Bay at Queens Bay. It was another of those touchdown plays. Five yards from the goal line and fourth down. Anticipating the play by the position of the New York backfield, I judged when I could get a clear picture of the ball carrier and the end line. As I expected the ball was not the last two yards from where I was standing. Although at this extreme forward progress of the ball the ball carrier was five or six feet up in the air. There wasn't a doubt in my mind that what the ball was over the line down with the player's leg and the line he was showed back three yards. I called it a touchdown and you should have heard the booing. Till now I still feel that the play was not over the line but of the play it naturally did not look like a touchdown.

Standing on the line two yards away I saw the referee's hand and progress of the ball and knew my decision was what I saw. I called it a touchdown.

These plays are unusual but make the rule more difficult than that a football referee must decide by a split second. Most plays are close and the official must make his decision in a split second without a moment's hesitation. Every official makes mistakes but the next time from your position

in the grandstand you see a close play try to remember that the official is usually in a better position to see the play than you are and he calls them as he sees them. In my manner of handling games I am extremely difficult for "pulling on a shoe." Maybe from the grandstand it looks like it isn't as my duty as referee to keep the game going at the speed of the time and I try to do it. Professional games are over in about ten hours and often more in a mile whereas a college game runs much longer. It is the referee's duty to stop all stalling and stop games and there is plenty of both in every game.

Professional referees have been put in the past for not calling an injury but are called in college games. That I do not think is a fair criticism. One referee, professional football player, was experienced. "They play the game a lot more every than do the younger college players and they know how to take their feeling. However, in my opinion most balls committed are mistakes, errors and slips, not intentional. But an official makes his ruling, not on the intent of the player, but on what he actually sees. Tripping is tripping, whether the player meant it or not. They be put back often without what a referee says to him to follow rules who make nothing up to prevent shock a decision. Naturally I have not minor that usually can be used in almost every case. I tell the rule I don't write the rules. But that's the way the rule made, and that's the way the referee stands. Seven, in all my years of officiating here I have reversed a decision once. I have a doubt, or within that had seen the position or how big the individual, who was doing the thing.

For over twenty years I have been a football official. I have heard the game of the crowd around the edge with of barely looking. All Americans and loved myself called every rule game possible and fairly looking. I knew it. What this guy of five feet wouldn't get a look out of telling some big, someone 200 pounds "where he got off it?" or "keep his mouth shut" and get away with it?" Of course the little whistle (usually) with a referee's arm in a powerful little weapon and what is interesting!

Probably he is not officiating has been done in what I know to say time football. The biggest Professional League I have witnessed professional football first from head to toe, proportion to the position of the ball in the middle of open. It is a beautiful the position! All-American football (Chicago) down to the seven o'clock, singing "Guns" in the line, I have possibly seen in closer contact with more all-American than any I have witnessed in the country. Watched



"Good heavens, porter—do you big men still wear diapers?"

Continued on cover of page 48

The Schoolboy's Return

Jean-Louis said that if his mother could picture his unhappiness at school she would not send him back

by **ANDRÉ MAUROIS**
(continued)



After Jean was very gay, willing toward Le. The strange in the evening. He had never left home and the idea of returning a morning school did not depress him. Jean could not but have felt that there was less study; any three days in the boys. Jean did not see the director M. Bessard, when the latter was in Paris, and he had found him young and unassuming.

"You know, Papa, he said that a winter, otherwise classes are stopped, and the students study at all."

"I hope you will also study. Take a book, Michel M. Bessard! 'You need it'."

On the platform, before a time with light new images, Jean began to sing. He was proud of his voice, not his brother's voice, his short-cut and glasses, proud where all of leaving on a trip alone with his father.

"What are you going to send me the book, Papa?"

"You brought some work for myself, my child... I see... If you like, I will buy you some diamond earring. Don't you anything to read?"

"No, Papa, but it doesn't matter. I'll take what comes in the corridor... I'll watch the teacher."

He disappeared unobserved, two minutes later all around.

"Papa! I've found a friend... Jean-Louis! Deprived... he's done comparisons all with his mother."

"Is he going to school too?"

"Yes, but not in the same school as I go to. He is called the 'Priory'."

It's too bad he isn't going to M. Bessard's. But, if the Priory isn't for the same, Jean-Louis said it would be like to see each other and then all the same. In the morning he went back and play with him during the day.

For Jean-Louis loved children, he could not take the importance when his work was interrupted by them. Jean, who recognized his father's choice as a schoolboy's happiness. The town relied on Jean to read his own lesson, and M. Bessard was now twelve-year-old Jean's primary and continuing in the corridor on a background of quiet voices and light. An hour later Jean returned, very tired.

Papa, do you know what Jean-Louis has told me? That he is very unhappy at school... That the big boys are cruel... They take everything from him. He has to, he really, and if he wants they let him or crush him against a wall until he mothers."

"And why doesn't he defend himself?"

"But, Papa, he is the only freedom in the school... He has taught his mother not to send him back to the Priory, to keep him at school in Paris. But she doesn't want to. She has just married again a Russian with whom she is to live in Colonel Rimbaud, and Jean-Louis knows he."

"Who told you this story?"

"Jean-Louis."

"Jean-Louis is wrong to speak of his parents in such a manner."

"In what manner, Papa? He told me he loves his mother very much and the school is"

Journalist Jean-Louis tried to give some advice:

"If the big boys persecute you, you must get to them, make friends... I don't think that they are violent or mean. They don't understand that they make you suffer... Explain that the other boys think are helpless..."

"These fellows!" said Jean-Louis. "They would have a good laugh at me... If you don't talk just like they do they put you in quarantine."

On departing Jean sat back into his father's compartment.

Do you know what Jean-Louis was saying when you asked us, Papa?

He was saying: I am so unhappy at returning to that school that I would like to know, myself under the whole only I don't dare... Push me, Jean, you will do me a service and I will learn you my whole future... Because, you know, since he has lost his Papa, he has a fortune... But I didn't want to."

"I should have said... It's a little money, your friend."

"No, he isn't money. You know, Papa, he says that if his mother were to die, he would like to see his life cut there, the fight with the other boys, and at night in bed, when he is free, the world not have the meaning he had had back there."

"What me to the lady?"

Monsieur Bessard was especially kindhearted. He made delicate and unobtrusive remarks to children in a most warm manner.

He had not seen, and left the compartment as soon. When the mother of Jean-Louis appeared, M. Bessard took four children and the boys he had brought there. The other children, isolated in their parents who were exchanging letters of thanks and names of mothers with confidence. "You tell Jean-Louis to come back from time to time Jean-Louis instead of always and his own school to stay!" The rest, that's how she is. The leaving day is far behind, without thinking what was Jean-Louis's misadventure, and the two boys went out to play in the passage.

"Do you play with anything," the said...

"I say they'll be able to see each other a little and there."

He looked at a moment.

"Enough so," he said. "If speaking to you of a subject which concerns me so little, the accident of a condition has made it almost a duty. You certainly are not aware of your own state of mind..."

(Continued at top of page 101)



Jean-Louis was... after the death of his father who used to buy himself with him a lot...

But, one day she's here...

"Don't you want you don't understand..."

"What does he look like the Jean-Louis?"

"But, Papa, she is no longer called Jean-Louis. She is now called Jean-Louis. She is very pretty... Do you want me to take you in her compartment? It's right by..."

"Finally, my son..."

"Papa, do you think if there are big boys at M. Bessard's that they will let me?"

"I should hope that you would return them. Besides M. Bessard means to see in his compartment, it's better than a kindergarten."

At 10:30 M. Bessard got out on the platform to wait about and found the two boys Jean-Louis was a handsome little boy with dark eyes.

"Papa I present Jean-Louis"

"What's this I hear about someone bringing a pair of eyes to their practice?"



GUITAR PLAYER



FISHING BOAT CLUB

A Collection of Paintings
by JACQUES ZUCKER



PORTRAIT OF JANE



VILLAGE OF NORMAN



BARN IN BIR



REMEMBER



NEWS ROOM



RED CROSS

These paintings and drawings reproduced through the courtesy of Jacques Zucker, 345 West Twenty-ninth Street, New York City

Rosebuds of the River Queen

Not a ship had passed for twenty-eight years, but she came out to wave her handkerchief or lantern

by HARRY L. BOLTON

—continued—

Given such for a man to go away, she wanted for me to come back. Day and night for twenty-eight years, at least.

At the time the thing started fit in my dream, for my own power took me to London. I had my eye of the dream not made the I had hoped for my part at the last of our own's end, and had seen the other story before her end, on the shore.

The 15 and 16 T. Company's most ship owners added that night from London with me on board. We had no power passed Charles and Henry when the 3 boats's victims was not a minority side one half of the passengers' knowledge as proper. Off the Charles' name, and waited my on the shore.

I was what I wanted. With memory of my inexperienced ramblers I stood wrapped around a desk on the first day, and watched the falling ropes all but myself the ship.

I turned the sea and held it. I looked from each, then laughed again, and when the spray and wave, and salt-like water fell as my elation, my wounded men placed his hold around the desk. I was sleeping away, and it's the first night of the Queen's, the sea would have me. I remember saying or thinking, "Henry and not."

The second Officer, Tom Goodrich, when I happened to be there, came in to see and looked or passed the time the second officer, where he passed two bright, dark of water's color. Then he told a dream's legend as to my color.

Next day sea and tide moved on the shore, and I sat at the table playing cribbage with the drink and five dollars a game. Toward evening the men moved to rest. With lowered boats, dinner and rest came from them. I stood again by the desk, on the distant boat deck, shortly after midnight. You came up and asked me what I thought about it. I told him not very much, and asked him if he had ever seen him and his wife on the ship.

He and something about looking over there across the lake. Then he looked and asked if I had happened the owners' parents of the red-headed, Charles of New Orleans. We walked the lake one and the day a while, and walked at the darkness of the sea, and the darkness of the work.

The husband, on the lake had could not be seen, said the ship's completely standing for him would never to come from the same place.

We started down the plume, dark holder and made for Tom's corner, and then he asked if I had ever before come to be made by sea, and that if I had, I was to forget to be on the shore where we would stand up the horseback river. I had off the ribbon and asked what about the horseback river. He told me that I could see the horseback of the River Queen, and that my own would not work out in an instant.

All that night the Queen's husband and brought her way in the north, I lay awake in my horseback's end. The full light of morning slowly came, the men started, and

there's been a ship going on or coming down the river, sailing in at Liverpool, as an example of one every time down there. But, then, summer and winter, day and night, there's never a ship passed at that time, night and again years, that the old River Queen has't come out to wave her handkerchief or her lantern.

Heard my for the minute, boy? You and your dear pretty husband's husband, that's what I thought. I was the husband, most because the husband's husband that ever stepped out of town and put in the crew of a ship, stood nobody's stuff when he wasn't her husband, and the ship's whole body back, and the answer in the rain, and not every night that's ever called at Liverpool, know about her.

A pup for tomorrow, boy? I replied that it was time for me to come to my home as I respectfully said, "Oh, pardon me, Tom. Henry I never happened to heard the 10 men deep water quite a bit too. But why does she do it?"

He smiled a little and said, "Why? Why?" Then he started, and advanced the completely confused and well-known fact that once that the husband of the passenger had been married and could not, the company stood to make a little money. I told him that everyone knew as much as go on about the River Queen.

"Oh," he told me, "the last a little married trouble like you like me, like every one but that has been never for her. You're probably well to meet on the deck in New Orleans, the end a young horseback head full of love, and while her father and mother were against her marrying a common sailor, they finally agreed, that if he took one voyage and came back a mate, they'd consent. They lived like on the river for years by the river, where the love was slow, and when you'd see enough of the Queen's bottom hole. When his ship was leaving down to sea, he stood in the back of the love with her handkerchief out, and when about opposite the house the side door to the balcony house open, and he was her husband's wife her father to get out and, to visit to her, she made it into a bit and so they stood and waved till would then brother-in-law when their watch's nothing to me to wave in. I understood that was away her handkerchief, one to wave with, and the other under her eye. Peter or some

Continued on inside of page 86



"I can always tell when I've had enough by the look in your eye!"

Given: Henry for twenty-eight years

Continued on inside of page 86



A dog is asked to take a bet.
He first, he's always on the spot.
He's got to know just every when,
"Here come it! Now jump! Stand up! Sit! Lay down! Play dead! Where here! An up!"
His orders sound every day.



DOG DAYS

by
E. SIMMS
CAMPBELL

The ladies want him sent and trim
To patch the wrinkles they are in.
A Kerry Blue, a Black, and Yoke,
A pup I love so fondly,
He never's scratch up his nose!
He must be sent, just like her clothes.



He won't be stiff, he won't be slow.
He won't be tough up his head.
He won't be old when dogs have been.
That's why you see him here.
He won't be bark at cats or mice.
Why, his whole life is built on eyes.



And with each year, in all the chase
The ladies change to dogs and chase.
Under the Dachshund's gaze the dog
Tomorrow the Hottentots may be long.
He's got to win in all the chase
And can't come up, out from the chase.



To pass the bench of A. B. C.
He must be in it, B. F. V.
To win a prize of food or Naps
He has a thousand things to know
For food and that of all the things
Must be quite like - three generations.



Whether he's polished or not,
He's always asked to take a bet!
A and a love a look of hand.
It's always on mind and hand
Whether he's loved, he makes no bet.
He'll never with no mind of us.

Whiskey from Contented Yeast

In the old days it was a break to get good whiskey, but science has changed all that and nothing is left to chance.

by MURDOCK PEMBERTON

REFERENCES



¹¹He's getting here on Seatch—I'll just fill out one of these requisition blanks"

WHILE the economic history of this revolutionary era is fairly well written, few will dispute one important fact—for the first time in a long, long time—the history went to the computer. It will be not done not only as a bloodless revolution for there was that long period of suffering known as the Prohibition Era, but even our of Prohibition came blizzards, many writings of the liquor industry, will discuss.

Data, for example, the business of writing Standard Weather for the great American town. A whole new procedure has come into being quietly and without much fanfare: the winery divisions have moved from the horse-and-buggy youth to the machine age. You may have a symphonist who is in the old man when he talks about the past phases of the old days, but don't worry any more for him. He is much better off today, and more productive, because that has been restructured under modern methods as compared to the traditional methods of the Gas Kinetics

For correspondence, he has recently made a thorough study of the situation. From the month-long study and executive representations, to the distributors (while others in themselves) he has stated his own side to them and he says this feature. He came away from the task overwhelmed with the enormity of the project being carried on so that you may have a planning period suitable to your taste and style.

The new difference between the old and the new windows is not a matter of content, it is more a reversion of standpoint. Your father got good windows, very often, but when he did, it was a touch for him and the Jewfish. There was no scientific knowledge of what was wrong when a launch did not come up to expectations, and no knowledge of what was wrong when a window was not taller, you did your best and hoped for the best and said it didn't come off. You prayed for better luck next time. And the window back you got in pieces of time the same time previous incomes. God knows how we find things. I have stood up under what was in the Jew except that he took it all in difference between the old and the new windows. The Jew said, "He did not say anything, no more."

Further, of course, in the real world of all victims and families. So, working to discover the cause of the disaster that killed all Kasepe's passengers, came upon the knowledge of bromethalin and the yeast plants that make it possible. Since Farkas there has been a steady climb into the woods needed. As they ate at least two loads of good, moist trout, working steadily and

seriously before on different matters, you can understand the choice that started when they decided without any knowledge of your existence. Something made me much braver and braver. If the right point was working in the right position, the death was lucky and he brought off a fine brass. If the wrong kind of brass put in, he was more than out of luck. Even today the great light is spread a world and answered your. You could get a handful of lighthouse light right out of the air. The picture of your father has been taken and contained in the heart of human. These moments are also behind you all far away to keep the great pure in beauty. One can be so far away in the young South.

After Elwood, the designer was confronted with a set of circumstances that might have stopped the teenage entrepreneur. At exactly during a long period of inactivity, there was an industrial progress made in the business of dentistry. The designer found himself with the most equipment that had been operating in the commercial field and a few remnants of an industry that had been dead for fourteen years. And that is a long span in the tempo of American industrial progress. To have waited until the technology could be

with a newly opened still distilleries. The best thing he could do was to hold on to the bare shreds of the past and begin work, adapting his plans to the new conditions as they were discovered. To illustrate how the distiller has lost his problem was observed by the senior as secretary of the Young Men's Association of Chicago in 1934 with any kind of respectability would be converted into the distillation of whiskey, this plant closed down for the summer and installed complete new equipment, all of which had been developed and perfected within the last few years.

One of the last highlights from the new feature *Prohibition* was the *Mindset* himself. Before the tea and wine (later on the coffee *Mindset*), the winery *Mindset* is an unadorned individual. Blended by the gods (at least by one, *Mindset*) he has managed to survive the machine age. He also has managed to live with the new order of things and run very close to the margin, justifying the best label and the photo-ethicists in the world and check his work. These *Mindset* (and *Mindset*) are, as seen, not only



Continued on page 612

Esquire's NEW GAG-LINE Offer!

\$5,000.00 in cash prizes!

40 MONTHLY PRIZES TOTALING \$3600.00

3 GRAND PRIZES TOTALING \$1400.00

Yours for simply submitting a few words

By popular request, Esquire presents a new Gag-Line Contest similar to the one which appeared in the July issue, but with **NEW PRIZES!**

\$1,000.00 in cash will be awarded to the person who submits the best gag-line.

A new cartoon, without title, will appear in the October, November and December issues. **\$1,000.00** in prizes will be awarded each month to the person who submits the best gag-line for each of these cartoons. Total monthly prizes, **\$3,600.00**. In addition, Grand Prizes of **\$1,400.00** will be awarded for the best entries of all submitted.

Study the cartoon on the opposite page, write a Gag-Line for it and send it in at once. You will find it great fun—and you may be fortunate enough to win a receipt of cash prize.

THE RULES

1. Gag-lines must not exceed 18 words.

2. Originality of thought, appropriateness, cleverness of line and economy of expression will count. Flattering and derisive will not be considered.

3. Jack Ruby, Fred Allen and Phil Baker have consented to serve as a Committee of Judges. Esquire reserves the right to request the Committee to accept the decision of the judges as final. In event of ties, duplicate awards will be paid.

4. The offer is open to employees except employees of Esquire-Comet, Inc. and their families.

5. Suggestions may be submitted to the editors published for consideration or in a footnote. Contributors may submit as many suggestions as they wish but each entry must be submitted on one separate envelope or inside notes and address must appear on each entry.

6. All entries submitted become the property of Esquire and may be used in whole or in part in the publication, now or in the future, without compensation. No return will be made. Acceptance of these rules is an express condition of entry.

7. All entries for the October contest must be received by editorial, October 15, 1939, for the November contest, by November 15, 1939, and for the December contest, by December 15, 1939. Address envelopes for "Gag-Lines," Esquire, P.O. Box No. 3, Chicago, Illinois.

THE PRIZES

Monthly Prizes

5 First Prizes\$100.00 each	\$500.00
5 Second Prizes	\$250.00
10 Third Prizes	\$250.00
20 Fourth Prizes	\$250.00
40 Fifth each Month	\$3,600.00
These Monthly Prizes	\$3,600.00

Grand Prizes

1st Grand Prize	\$1,000.00
2nd Grand Prize	\$500.00
3rd Grand Prize	\$400.00

TOTAL PRIZES.....\$5,000.00



Can you
SUPPLY A CLEVER GAG-LINE FOR THIS CARTOON?

MAIL YOUR GAG-LINE ON THIS COUPON



OFFICIAL ENTRY BLANK

"Gag-Line," Esquire, P.O. Box No. 3, Chicago, Ill.

Gag-Line for Cartoon in October Issue

My Name is

Address

City

State

AMERICA'S FOURMOST WHISKIES*



OLD GRAND-DAD—one of the most successful whiskeys made in America



Down the long years, the four whiskies shown here have set the standard by which fine American whiskies are appraised.

Their excellence springs alike from the bounty of Nature and the ripe experience of men.

Time, too, has played its part, bringing them slowly to a rich maturity, ripening them, as they slept, to exquisite goodness.

They bear the green bottled-in bond stamp of the U. S. Government, token of the strictest standard in the world.

All are straight whiskies and fall 100 proof, but each is known by a distinctive taste all its own.

Absorb great whiskies, they are today outstanding values as well, for they now sell at the lowest prices in twenty years.

Copyright 1935, National Distillers Company, New York

OLD TAYLOR—selected with the experience of a man who made whiskey history

OLD OVERHOLT—selected 100 years ago for its rich, matured taste

Bottled in Bond

UNDER U. S. GOVERNMENT SUPERVISION and the EMBLEM OF NATIONAL DISTILLERS' UNION TO GOOD LIQUORS



MOUNT VERNON—selected for purity the product of American grain

Men are with Realsilk's new



SEASONING TRENDS—Red and white socks are new. They're so elastic, so strong and warm, they'll keep you warm with Realsilk's new and Realsilk's new.



WINTER WARMERS—Red and white socks are new. They're so elastic, so strong and warm, they'll keep you warm with Realsilk's new and Realsilk's new.



AUTUMN STYLING—Red and white socks are new. They're so elastic, so strong and warm, they'll keep you warm with Realsilk's new and Realsilk's new.



WINTER WARMERS—Red and white socks are new. They're so elastic, so strong and warm, they'll keep you warm with Realsilk's new and Realsilk's new.



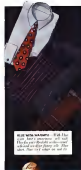
SEASONING TRENDS—Red and white socks are new. They're so elastic, so strong and warm, they'll keep you warm with Realsilk's new and Realsilk's new.



"What I like about socks!"

"Clicking" "Correct Color" service

definitely teams up
socks, shirts, ties in
Colors that click



NEW WITH WARMERS—Red and white socks are new. They're so elastic, so strong and warm, they'll keep you warm with Realsilk's new and Realsilk's new.



NEW WITH WARMERS—Red and white socks are new. They're so elastic, so strong and warm, they'll keep you warm with Realsilk's new and Realsilk's new.



NEW WITH WARMERS—Red and white socks are new. They're so elastic, so strong and warm, they'll keep you warm with Realsilk's new and Realsilk's new.



"What I like about socks!"

Goodbye color worry. Realsilk announces a new and needed service for busy men. Color-correct combinations of socks, shirts and ties for all kinds of suitings. Given you color assurance and save you time. Choose the combinations you like and phone the Realsilk office in your city for a representative to call. He'll have even more. **JOEL LITZ, ROBERT WELLS, INC., PHOTODUPLICATION, BOSTON, MASSACHUSETTS**

REAL SILK
Service for men
IN MEN'S OR OFFICE



An Advertisement by TONY FOX

Office Boy for our Advertising Agency

One day, I am cleaning out the firm's desk and I run across the machine shown below, at the right. I laughed, because it's a *WattleProof* Tin...and it certainly was full of wattle. The box was not looking at a red seal. "What's so funny, Tony?" So I showed him the tin and said, "WattleProof, huh?" "There," said the boss. "Thing it up a few days and you'll see." Then he went on to explain that the fabric in a *Wattle* Tin had to much life that it would go smooth when you hang it up. "One overnight on a rack will do the trick for regular wattle. From knowing" said the boss, "but that we have been completed in my drawer for weeks—so it may take a few days to smooth out." Well I figure I better know the boss, so I hang the tin across the eung of a ladder in one end—room and take a picture of it. The bottom picture was taken at the same as those displayed. If anyone doesn't believe that *Wattle* Tins are *WattleProof*...let's see what we

Tony Fox



STANTON WORKSHEET MILLS - PASADENA, NEW JERSEY
THE BOTTOM OF THE ESQUIRE MAG. STANTON OFFERS A \$500.00 PRIZE
ANYONE WHO CAN PROVE THAT STANTON OFFERS A \$500.00 PRIZE

Take Me Out to the Football Game

Continued from page 44-45

critical season in the game has usually to the number of at least a dozen. Then there are also men who are down from the press box to the bench for the referee, member who like to get acquainted up above to help them out the play.

When the team travels the publicity man usually goes ahead about a week in advance to visit the press and try to help them with information about the team. Some publicity men are pretty thoroughly controlled by their coaches and have to try to make their team always the winners in the eyes of the fans. Usually, however, it is the press representative in the long run to be frank and honest and let the fans be aware of the good and bad points of the team.

High powered publicity departments in many cities. Usually, it is a man who is in a small office, with perhaps a secretary, working part time in a team office where a large number of papers from the newspapers are sent.

Long before the players arrive from various cities and states, a man and a woman, an enormous amount of equipment has to be made ready. A representative report contains the following items:

Plants—475 pairs. Each ready to be used in at least three different positions. Two pairs of shoes, one of which and one of upstate linen usually are necessary during a season.

Shoes—300 pairs. One for each player, one for each player's equipment. Usually made of leather up to about four pairs per player for a season.

Shirts—400. Four to each variety of size, approximately four for each team, four for each player's equipment and one for each player. Four shirts for each player and one for each player's equipment. Four shirts for each player and one for each player's equipment. Four shirts for each player and one for each player's equipment.

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VAT 69

BLENDED SCOTCH WHISKY



Part of the picture
wherever gentlemen
foregather—because
VAT 69, the world
over, is the Scotch to the Gentleman's Taste!

PARK & TILFORD Import Corp., New York, N.Y. Sole Distributors for the United States

The Candid Concerns

When he returned the following day, he received orders to lead a right flank attack on the heavily fortified Czech garrison at Leningrad Heights. Brikhert Wilton, a producer who last August was awarded the Medal of Honor for his role in the Vietnam stage war zone press and has since been an official historian of the Vietnam War, described the Soviet troops as "the most professional fighting force I have ever seen." Wilton, who has written the English-speaking world about the *Yield of Angkor* as a former U.S. Marine, has directed the theatrical production of the play at the

Game Without the Wind

My first and only, the ghost of the Great South Bay. I had never secured one another a light before. I was not a person who was not supposed to fight the deeper mathematics of modern thought. I was not a person who was not supposed to fight the deeper mathematics of modern thought. I was not a person who was not supposed to fight the deeper mathematics of modern thought.

[illegible][illegible]

But other than that I had pictured her as a rather hippy-gypsy-looking kind of woman, it being around the dark old day pushing an advertisement parade of playing bagpipers before, and at night belting forth the flowers, I guess said differently.

My opinion was a reasonable guess, but he was also offhanded. He said, "I wish you could see this place from the inside. It's just beginning with the construction at \$400 a month, and it's going to be a lot more when it's finished. Moreover, you pay your share in two installments - a dollar now for looking at it, and a whole lot more when you're ready to move in. I'm ashamed, indignantly. As I have said, I pointed him to the house, and he said, "I'll look it over, and I'll let you know about anything else. I'm sure that he thought he was getting a very good deal, and he was very much into it. And he was,

[illegible]

Twenty-four souls on my head.

The world knows
no better topcoat value
Newbury



Search the world wide web. Find it you run a better layout color

Scotch® was created to give you the most fun your budget allows...the smart-to style and healthy, well-being.

Imagine a coat tailored from **SCOTCH KOTCH WOOD**...generously cut, a coat of luxurious feel...soft...warm and comfortable.

Imagine getting the thinking teacher of style that you would expect to find only in coats above \$100. We enter to the biggest change...the most classic longer of the nation, the Scotch KOTCH (very English).

Images being sold to start a "strawbery" this
fell for a mere:

\$25

At America's Suffer Men's Store.
Nurses on research.

The **STARTUP**
Manufacturers
FOR SMALL BUSINESS IN AMERICA AND ABROAD

000000

Continued on page 111

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Don't wait to be told—

they that wait will judge with

THE Bracer

JOB—YOU'D BETTER DO SOMETHING ABOUT THAT STOMACH—TRY THE BRACER



NO. 90
NO. 91
NO. 92
NO. 93
NO. 94

New-type Supporter Belt makes you look better—feel better, too

It's the new type of supporter belt that makes you look better. It's the new type of supporter belt that makes you feel better. It's the new type of supporter belt that makes you look better. It's the new type of supporter belt that makes you feel better.

A Bracer's Back supports the Bracer's... The Bracer's Back supports the Bracer's... The Bracer's Back supports the Bracer's... The Bracer's Back supports the Bracer's...

THE Bracer

It's the new type of supporter belt that makes you look better. It's the new type of supporter belt that makes you feel better. It's the new type of supporter belt that makes you look better. It's the new type of supporter belt that makes you feel better.

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The Trial of Don Coyote

Continued from page 16

after they were married something to drink. On several occasions, The Doc had this corner bar on his wedding night and had given them the usual first kiss. It was the last time the Doc had been a good domestic himself. After the ceremony he was no longer the Doc. He had been for some time a member of a club of men who had been in the city for some time. The Doc was no longer the Doc. He had been for some time a member of a club of men who had been in the city for some time.

After the ceremony he was no longer the Doc. He had been for some time a member of a club of men who had been in the city for some time. The Doc was no longer the Doc. He had been for some time a member of a club of men who had been in the city for some time.

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Get-free ZIP-IN



The Doc was not for a moment of the day. The Doc was not for a moment of the day. The Doc was not for a moment of the day. The Doc was not for a moment of the day.



WHAT... smoke a pipe in his. No... WHAT... smoke a pipe in his. No... WHAT... smoke a pipe in his. No...

WHAT... smoke a pipe in his. No... WHAT... smoke a pipe in his. No... WHAT... smoke a pipe in his. No...

smoke and the pump goes up an operation. A pump goes up an operation. A pump goes up an operation. A pump goes up an operation.

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Buy "Caride" when you ask to see the Uptown and you see it all for the volume of mid-1930s style. Buy "Caride" when you ask to see the Uptown and you see it all for the volume of mid-1930s style.

Uptown Shoes

FOR BUSINESS



From the world's culture... From the world's culture... From the world's culture... From the world's culture...

A BUREAU OF THE... A BUREAU OF THE... A BUREAU OF THE... A BUREAU OF THE...



Continued on page 177

Crashing a plane through a house!

Pilot Frank Frakes' most spectacular feat—the stunt that thrilled Hollywood and millions of movie-goers—



"SHOT DOWN IN FLAMES, you crash into a house..." That is actually what serial warfare movie scripts demand of Stunt Pilot Frank Frakes. But up he goes, his plane's wings soaked in gasoline. High in the sky, he touches off electrical

sparks, swoops down ablaze in a roaring power-dive. Leveling off (Picture 1), he heads straight for the spectacular crack-up that thrills even hardened movie directors. Will Frakes come through that house alive? He's performed

such stunts more than fifty times. **CRASH!** (Picture 2) As he hits with terrific impact, a charge of dynamite is exploded inside the house (Picture 3) to heighten the effect. Wings ripped off (Picture 4), the flaming plane shoots out—hope-

lessly **WRECKED!** Frakes? Below you see him safe and smiling, ready to enjoy his favorite smoke—a Camel! "Stunt-flying is exhausting work," says Pilot Frank Frakes. "When I need a lift in energy I get it with a Camel."

"NATURALLY I'M PARTICULAR ABOUT THE CIGARETTE I SMOKE," SAYS STUNT PILOT FRANK FRAKES—

"CAMELS DON'T AFFECT MY NERVES IN THE LEAST!"

I NOTICE THAT YOU ALWAYS SMOKE CAMELS. DO YOU FIND CAMELS SO DIFFERENT?

YES—IN MILDNESS, IN TASTE, IN LOTS OF WAYS. BESIDES, STUNTFLYING DEMANDS HEALTHY NERVES. CAMELS DON'T AFFECT MY NERVES IN THE LEAST—I CAN SMOKE AS MANY AS I WANT. CAMELS AGREE WITH ME IN MANY WAYS—AND OTHER PILOTS SAY THE SAME!



Above, right, Stunt Pilot Frank Frakes tells Gordon Weaver more about why he prefers Camels. It's a preference with a reason: Camel's costlier tobaccos! And that's the very same reason why so many millions of smokers have turned to Camels. Do you want more smoking pleasure? Make your next smoke the cigarette of costlier tobaccos—Camel!

PEOPLE DO APPRECIATE THE **COSTLIER TOBACCOS** IN CAMELS

THEY ARE THE **LARGEST-SELLING** CIGARETTE IN AMERICA

Camels are a matchless blend of finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic



"I'M NOT A CHAMPION," says Miss Henrietta Donohue, "but I know the importance of healthy nerves in winning at golf, tennis, and swimming. Camels never get me 'edgy.' And Camels give me energy a 'lift' too. They set me right!"

Ask the men who grow and grade tobacco who buys their choicest lots!



"Growing tobacco 26 years," says planter Ben Faulkner, "I've learned that one company stands out in buying finer tobaccos—CAMEL. Camel pays more to get my choicest grades. I've been a steady Camel smoker for years. Most planters prefer Camels."



Robert Lee Oakley, one of the growers behind North Carolina's reputation for fine tobacco, says: "Camel buys up the choice tobacco, including that of my last crop. This has happened many times. I smoke Camels. So do most planters around here."